Legislation Details (With Text)

File #:	Int 0563-2005 **Version:** *	**Name:**	Disclosure in advertising with respect to theatre show times.
Type:	Introduction	**Status:**	Filed
		In control:	Committee on Consumer Affairs
On agenda:	2/16/2005		
Enactment date:		**Enactment #:**	
Title:	A Local Law to amend the administrative code of the city of New York, in relation to disclosure in advertising with respect to theatre show times.		
Sponsors:	Gale A. Brewer, Alan J. Gerson, Letitia James, G. Oliver Koppell, John C. Liu, Michael C. Nelson, Annabel Palma, Bill Perkins, Larry B. Seabrook, David I. Weprin, Philip Reed		
Indexes:			
Attachments:	1. Cover Sheet, 2. Committee Report, 3. Hearing Transcript		

Date	Ver.	Action By	Action	Result
2/16/2005	*	City Council	Introduced by Council	
2/16/2005	*	City Council	Referred to Comm by Council	
6/9/2005	*	Committee on Consumer Affairs	Hearing Held by Committee	
6/9/2005	*	Committee on Consumer Affairs	Laid Over by Committee	
12/31/2005	*	City Council	Filed (End of Session)	

Int. No. 563

By Council Members Brewer, Gerson, James, Koppell, Liu, Nelson, Palma, Perkins, Seabrook, Weprin and Reed

A Local Law to amend the administrative code of the city of New York, in relation to disclosure in advertising with respect to theatre show times.

Be it enacted by the Council as follows:

Section 1. Legislative declaration. The Council finds that New York City consumers, who often pay upwards of $10 per theatre ticket to see a movie at their local cinema, should not be barraged with commercials, promotions and other unrelated media. Movie theatres are distinct from broadcast television and radio insofar as the latter collect advertising revenue from commercial sponsors and therefore offer free entertainment to viewers and listeners.

However, movie theaters generate revenue primarily from tickets sales and food concessions.

powered by Legistar™

Accordingly, once the consumer has purchased his or her theater pass, he or she has also acquired the right to view the motion picture free of additional advertising. However, numerous commercials and promotions are often shown prior to the film to viewers who were misinformed of the movie's start time to ensure a captive audience. The Council finds the current method of advertising a film's start time is misleading. Accordingly, it is necessary to enact legislation requiring theatres to disclose a film's true start time in all forms of advertising. §2. Chapter 5 of title 20 of the administrative code of the city of New York is amended by adding a new section 20-724.1 to read as follows:

§ 20-724.1. **Motion picture show times**. a. **Disclosure in advertising.** All establishments that sell, or offer for sale, admission passes or tickets to scheduled motion pictures, shall disclose the actual start time of said motion picture in all media advertisements, not including previews, advertisements or additional disclosures, except as otherwise required by law. b. **Penalties.** Any person or agent or employee thereof who shall violate any provision of this subchapter or of the regulations promulgated pursuant thereto shall be subject to a civil penalty of not less than five hundred dollars nor more than one thousand dollars for each instance in which a violation occurs. §3. This local law shall take effect sixty days after it has been enacted into law.

T.S.F
LS# 124
02/10/05